



Getaround Green Entrepreneur Helps Car Owners Share, Make Money

Posted on Monday, August 29, 2011 By [Maryruth Belsey Priebe](#)

[Tweet](#)



Check out the next great thing in car sharing: [Getaround](#). Female [green entrepreneurs](#) are a fantastic source of creative and innovative green business ideas, and this one is pretty cool. Building on the idea of collaborative consumption, Getaround allows people to offer up their own privately-owned vehicles for rent by other people.

Recognized in the Huffington Post's list of [Female Founders in Tech to Watch](#) earlier this month, [green entrepreneur](#) and founder of Getaround, Jessica Scorpio, founded this San Francisco startup to help people embrace the idea of car sharing and give owners of underutilized cars the chance to rent their vehicles out by the hour, day, or week. Access to your account can be granted through their website or the [app](#).

Here's how the program works:

1. Real people get set up to rent one of



Related Articles

Remediation Pump Systems

Mud Sucker brand pumps for water, soil and environmental clean up



Join Our Mailing List

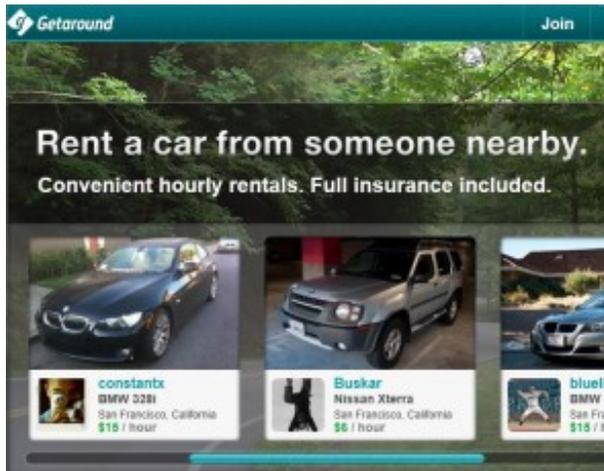
Discover Sustainable Branding Secrets to Attracting a Fanbase of Customers Who Love & Promote Your Business

their own vehicles to earn money while their car is not in use. The service includes insurance for liability, collision, property damage, and uninsured motorist protection.

2. Getaround screens both drivers and vehicles to ensure they meet their standards for conduct and safety.
3. Getaround sends the vehicle owner a CarKit which installs a wireless device to let potential drivers access your car's information using their smartphone.
4. Drivers reserve vehicles of their choice using the app or online in 60 seconds without all of the paperwork associated with traditional car rentals.
5. Following every rental, both driver and owner rate the other party and describe the experience.

The obvious environmental benefits of this kind of system are many. By sharing a vehicle, consumers help avoid the resources and energy it would take to construct a new one. The [green business](#) also estimates that for every car shared in their system, 10 cars can be taken off the road, reducing a person's carbon emissions by 40%.

This concept is already spreading, with hopes for it becoming a worldwide phenomenon. Try it out and tell us what you think!



Join our email list & get
7 Days of Powerful Marketing Tips
PLUS the Sustainable Branding Kit
as a **FREE GIFT**

Your Best Email

Get it Now

Coaching Programs for Entrepreneurs



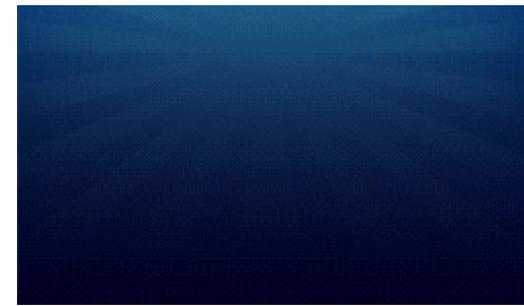
Subscribe to Green Marketing TV

Recent Posts

■ Social Entrepreneur Makes Volunteers



- Social Entrepreneur makes volunteers Profitable, Raises Money for Schools in Latin America
- HOURCAR: Car sharing for a Greener Planet
- How to Make Money from Weatherization Projects
- 25 Ways to Green Your Business and Make Money
- How To Start a Car-Sharing Business



Green Marketing TV Readers Choices



This post was written by:



Maryruth Belsey Priebe

Maryruth has been seeking the keys to environmental justice - both at home and at work - for over a decade. Growing up adjacent to wild spaces, Maryruth developed a healthy respect (and whimsical appreciation) for things non-human, but her practical mind constantly draws her down to earth to ponder tangible solutions to complex eco-problems.

With interests that range from green living to green business, sustainable building designs to organic gardening practices, ecosystem restoration to environmental health, Maryruth has been exploring and writing about earth-matters for most of her life. Of special interest is the subject of ecopsychology and the role the natural world plays in the long-term health and well-being of humanity. You can learn more about Maryruth's work at www.JadeCreative.ca.

Connect With Us!



Advertise Here

Enjoy this post?

Use the social buttons below to add it on your favorite social sites or send it via email. Also, subscribe to posts via RSS or by email to get the latest on blogging tips, social media, and other information for successful bloggers.

[Tweet](#)



About Green Marketing TV



greenmarketing.tv

Green Marketing TV a business blog for green and social entrepreneurs - entrepreneurs who care about people, profits, and the planet.

Our mission is to provide socially responsible entrepreneurs with marketing strategies, tips and tools that help them grow their small to medium sized businesses. We offer insightful entrepreneur interviews, news coverage of inspiring organizations, actionable marketing advice, and useful guides on how to start and grow a triple bottom line business, without going crazy.

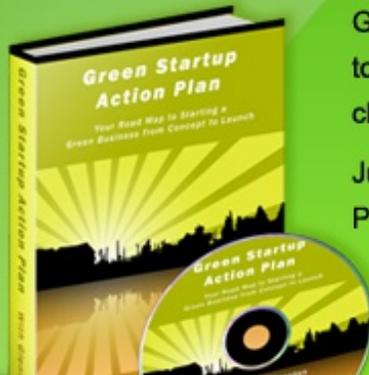
Follow Us On Twitter

A Shout Out To Our Friends

You will rock our world!

Get Featured on Green Marketing TV

Are You an Aspiring Green Entrepreneur?



Get **PROFITABLE** green business ideas emailed directly to you for **FREE**, plus tips on how to launch a successful change making business.

Jumpstart your business with the Green Startup Action Plan – our **FREE** gift to you. To Your Success!

Enter Your Email

SIGN ME UP FREE

The Green Business Entrepreneurs Success Summit



Dear Readers,

You are invited to the Green Business Entrepreneurs Success Summit - a virtual, week long, alternative Green MBA designed to take you through the stages of green entrepreneurship, while providing you with practical strategies, tactics, and tools to

succeed.

Whether you are an aspiring green entrepreneur or have a sustainable business you want to take to the next level, you will get valuable information just by attending this event series.

You'll discover how these fascinating people came up with brilliant ideas, and against all odds, succeeded at creating successful sustainable businesses and social enterprises that are transforming the world.

Click Here to Attend this FREE Event



Tags

[advertising](#) [blogging](#) [business plan](#) [crowdfunding](#) [crowdsourcing](#) [design](#) [ecommerce](#) [Facebook](#) [funding](#) [geolocation](#) [marketing](#) [going green](#) [green business ideas](#) [green certification](#) [green consumers](#) [green entrepreneur](#) [green jobs](#) [greenwashing](#) [interview](#) [marketing plan](#) [organic](#) [SEO](#) [social networking](#) [startup](#) [tools](#) [Twitter](#) [women entrepreneurs](#)

Comments

free electric energy says:

Thursday, September 1, 2011 at 7:01 am



The renting out of one's vehicle does make good economic sense. Encouraging news. One can also make full use of our natural energy resources and make further economic sense.

Speak Your Mind

Name *

Email *

Website

Post Comment

Notify me of followup comments via e-mail

Advertise Here

CATEGORIES

[Entrepreneurs for A Change Podcast](#)

[Go Green](#)

[Green Branding](#)

[Green Building](#)

[Green Business](#)

[Green Business Opportunities](#)

[Green Careers](#)

[Green Entrepreneurs](#)

[Green Home Business](#)

[Green Marketing](#)

[Green Products](#)

[Green Tech](#)

[Green Videos & Podcasts](#)

[Nonprofit Innovators](#)

[Recycling](#)

[Social Branding](#)

[Social Change](#)

[Social Entrepreneurs](#)

[Social Marketing](#)

[Social Media](#)

[Solar Business](#)

[Tutorials](#)

© 2011 Green Marketing TV All Rights Reserved



Tweet



t